

VU Research Portal

Can design confront consumerism?

Maldini, I.

2019

document version

Publisher's PDF, also known as Version of record

[Link to publication in VU Research Portal](#)

citation for published version (APA)

Maldini, I. (2019). *Can design confront consumerism? A critical study of clothing volumes, personalisation, and the wardrobe*. [PhD-Thesis - Research and graduation internal, Vrije Universiteit Amsterdam].

General rights

Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

- Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
- You may not further distribute the material or use it for any profit-making activity or commercial gain
- You may freely distribute the URL identifying the publication in the public portal ?

Take down policy

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

E-mail address:

vuresearchportal.ub@vu.nl

Table of contents

1 | SUMMARY

3 | ACKNOWLEDGEMENTS

7 | CHAPTER 1

General Introduction

- 9 1.1 Relevance, research questions and reading guide
- 11 1.2 Why clothing volumes?
- 13 1.3 Overall methods and approach
- 16 1.4 Rationale of the studies
- 21 1.5 Glossary

25 | CHAPTER 2

Reducing clothing production volumes by design:
a critical review of sustainable fashion strategies

- 27 2.1 On the challenge of diminishing clothing
production volumes
- 29 2.2 Enabling decreasing production volumes in the
apparel sector by design
- 32 2.3 The approach of user involvement in design
and/or manufacture
- 34 2.4 Moving towards empirical validation

37 | CHAPTER 3

On paradigm shifts and industrial revolutions: tracing
prevalent dressmaking practices and apparel production
systems in the Netherlands and Northwest Europe (1850-
2016)

- 39 3.1 Introduction
- 42 3.2 The industrialization of the apparel sector:
a broad literature review
- 44 3.3 The sewing machine, fashion magazines and the
rise of self-made clothes
- 46 3.4 Primary sources in the local context:
a quantitative analysis of the process of
industrialization in the city of Amsterdam
(1889-1930)

53	CHAPTER 4
	From “things of imitation” to “devices of differentiation”: uncovering a paradoxical history of clothing (1950–2015)
55	4.1 Introduction
56	4.2 Identity and materiality in fashion studies
58	4.3 Integrating perspectives of clothing as technological artefacts
59	4.4 Case study: comparing the sartorial practices of two groups of women
67	4.5 Conclusion

71	CHAPTER 5
	Assessing the impact of design strategies on clothing lifetimes, usage and volumes: the case of product personalisation
73	5.1 Introduction
75	5.2 Case Study
83	5.4 Results
91	5.5 Discussion
96	5.6 Conclusions and recommendations for further research

99	CHAPTER 6
	The wardrobe as a system: exploring clothing consumption through design fiction
101	6.1 Introduction: clothing volume and the wardrobe as a system
104	6.2 Theoretical framework: thinking in systems
106	6.3 Methods and initial results
117	6.4 Discussion
123	6.5 Conclusions

127	CHAPTER 7
	Discussion
129	7.1 Summary of main findings
132	7.2 Discussion and implications for the research question: can design confront consumerism?
136	7.3 Reflections on method and approach
138	7.4 Future research paths and recommendations for practitioners
142	7.5 Publications produced during the PhD trajectory

144	REFERENCES
------------	-------------------

157	APPENDIX 1
	(Study 1): Measuring the Dutch clothing mountain: data for sustainability-oriented studies and actions in the apparel sector